

[Food Hall]

2021

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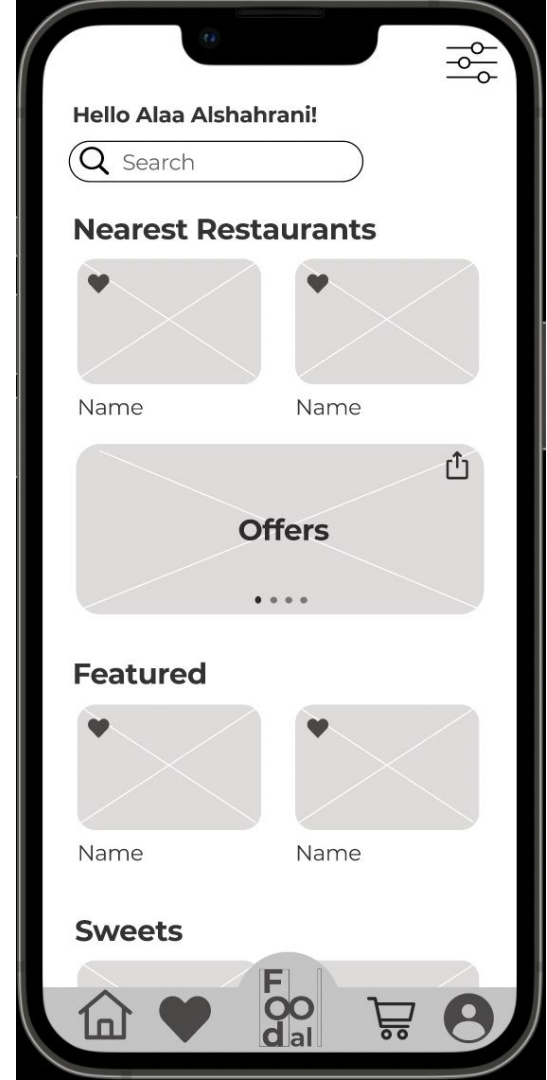
Section 1 Quick Recap

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Prototype / Design Tested

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Quick Recap

Project Background

Food hall is a food delivery app that helps people to order from the nearest restaurants. I need to know if the ordering process is done quickly and easily.

Study Details

Research Questions

- How long does it take the user to find the nearest restaurant?
- Does the user refer to the ratings and consider them?
- What features can I add to improve the overall user experience?
- Is the tracking feature gives the user the exact time the order will deliver?
- Is the customer service in the app meet the user's needs of assistance?
- Are there any parts where users are getting stuck?

Participants

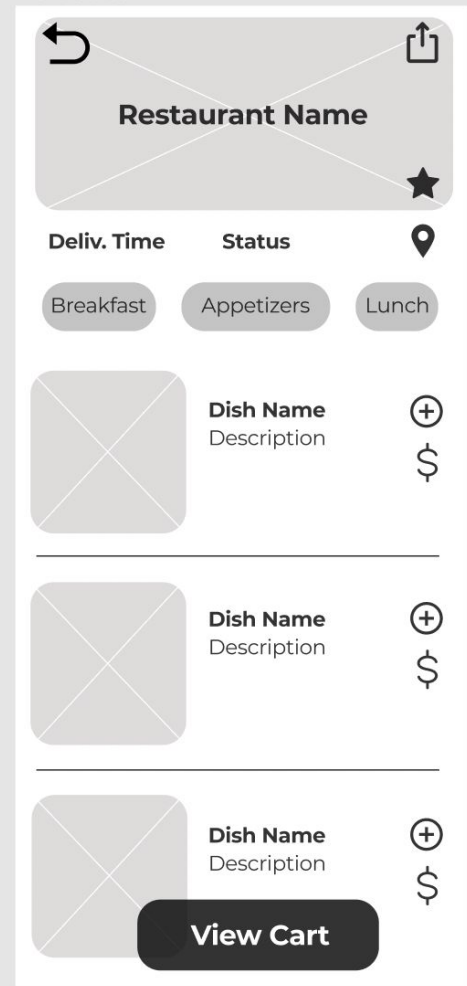
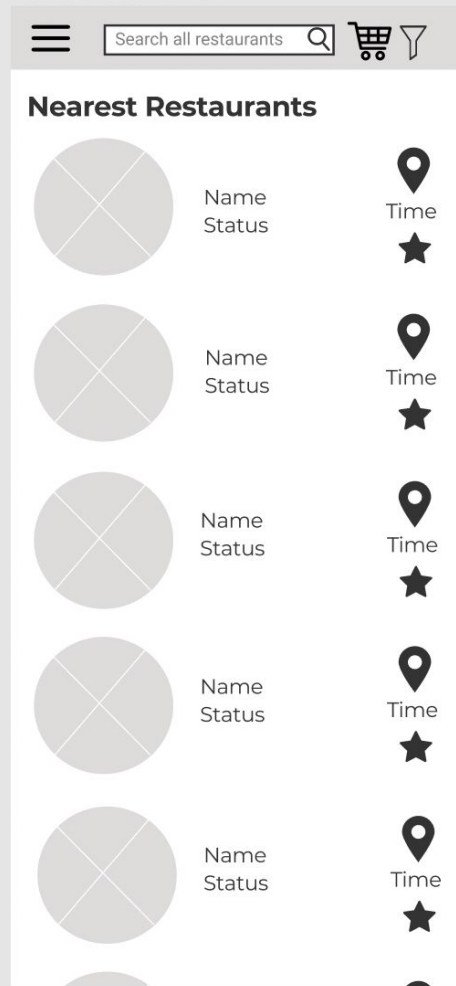
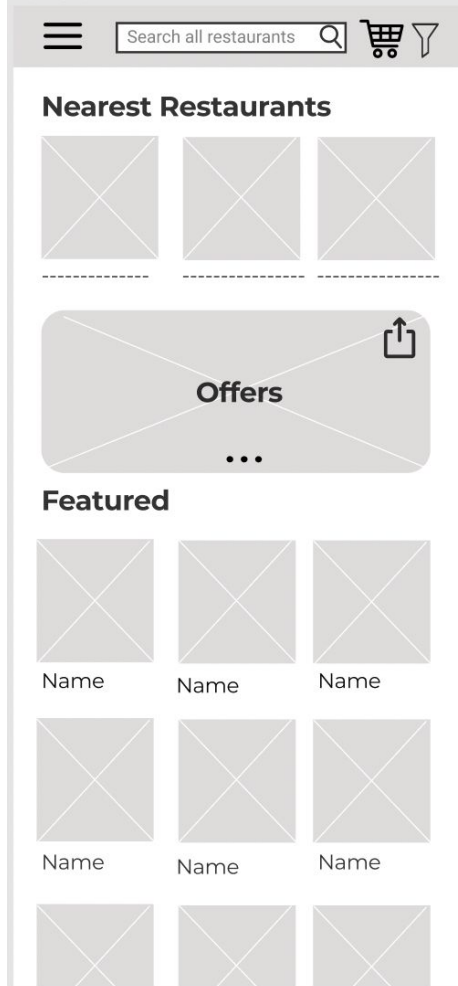
Five persons:

- Joury 16 years old - High school student - single - lazy
- Mohammed 28 years old - Full-time job - married - doesn't know how to cook
- Haifaa 32 years old - Employee - married - busy mother
- Sami 20 years old - University student - single- live alone
- Maha 40 years old - Unemployed - married with two kids

Methodology

On the 1st of October in my town and remotely, I interviewed 5 persons from my friends and family. Then I divided the answers that I've got into two different groups of people of different ages, family status, and daily routine.

The designs before adding
the changes based on
research insights

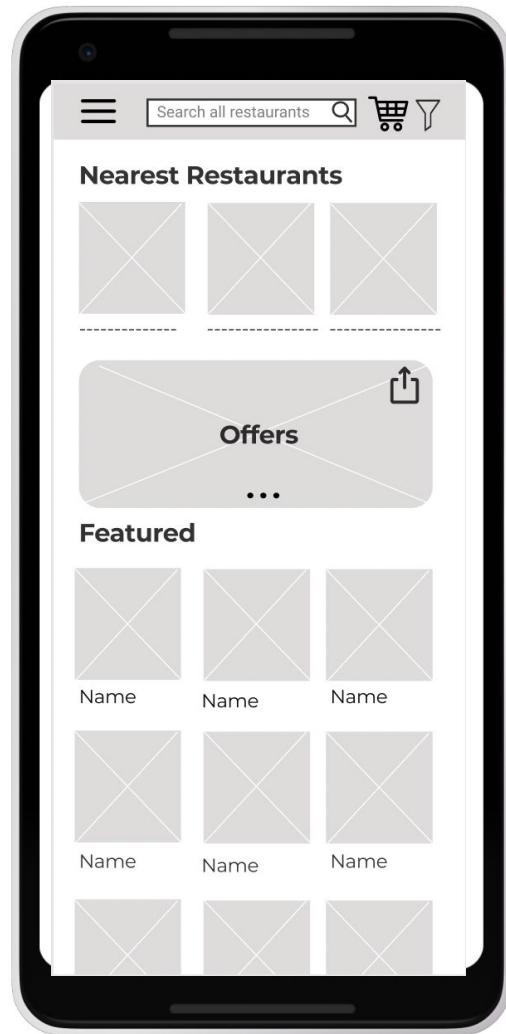


People want bidding updates on home screen

Supporting evidence from the usability study.

- 4 out of 5 people went to look for bidding details on home screen.
- 3 participants explicitly mentioned that the placement of bidding details elsewhere make no sense to them.
- bidding details are hidden and not very obvious for majority users.

“I don’t get it, bidding is the most important thing here and it is so hidden, why is it so?”
(P0)



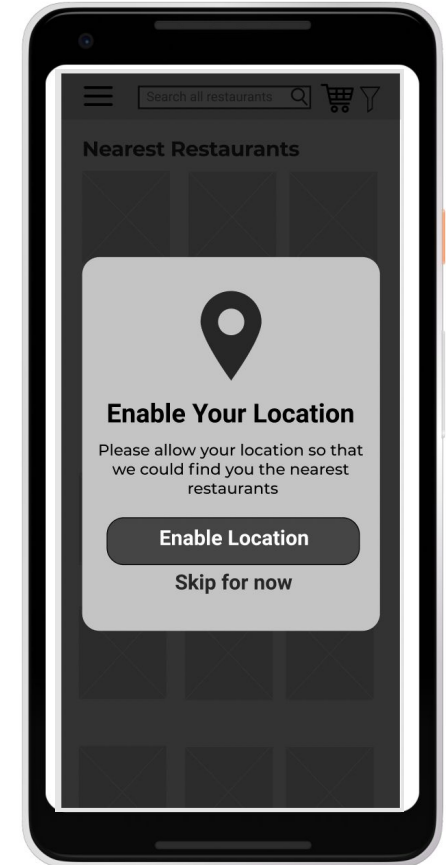
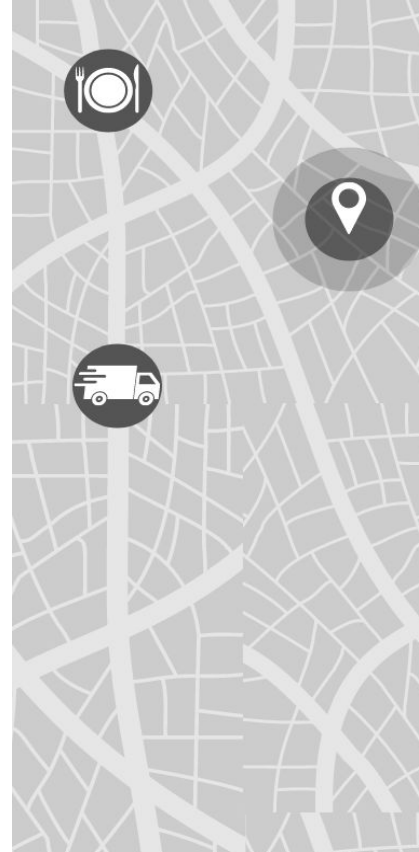
Designs After Usability Study

P0 Change: 1

Users (Struggled in reaching the nearest restaurant from the map). This means that (the map didn't work efficiently).

"Why is this map doesn't work!" (P1)

- I changed the map in the beginning into into a screen that will assign the location automatically from mobile settings

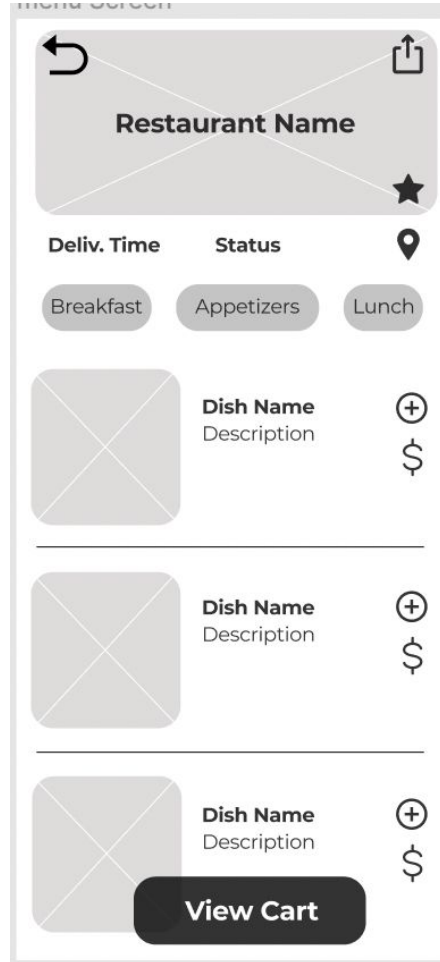


P0 Change: 2

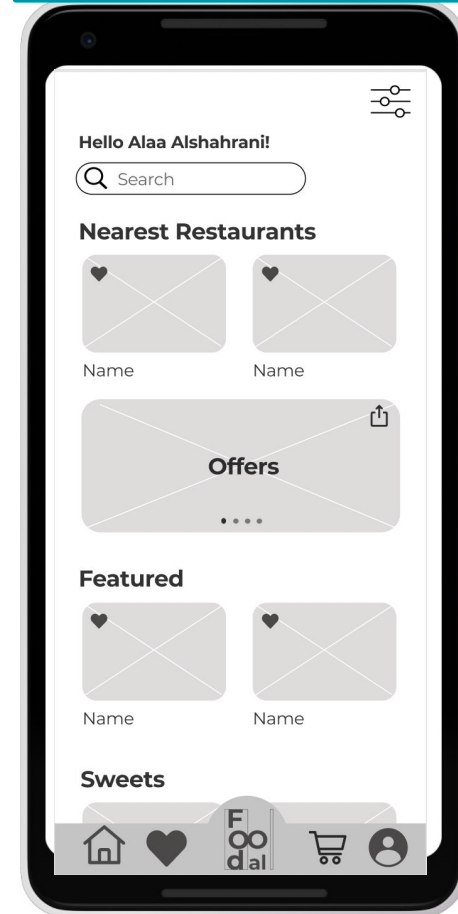
Users (Struggled in completing finding the cart in the screen). This means that (the cart icon has to be added in the bottom of the screen).

“Where is the cart I can’t reach it” (P2)

- The cart was appeared in the menu screen only.
- I edited the design and I putted the cart in the bottom of the screen.



After Usability Study



Insights & Recommendations

Research insights

Point 1

The location will be assigned automatically from the mobile settings

Point 2

The cart will appear in the bottom of the screen

Point 3

The account will appear in the bottom of the screen

Point 4

The favourite section (screen and icon) will be added to the design

Recommendations

- The menu should include everything that the user need including (home, account, favourites, help and cart)
- The tracking feature must provide the user with a map that demonstrates the exact distance of the restaurant besides the driver's contact info.
- The user's account should include the user's info (name,address,payment options, last orders and language settings).

Recommendations for additional researches

- Find a way to keep users informed where they are in the process so they have a map in their head of how to reach where.
- Try to include help or few more sections in the home page itself
- Check if there is a clear use case for menu (3 dots) in the application and implement changes if required.

Thank you!